Club Benson & Hedges
Houston Event Summary

Event Date: Wednesday, May 3, 1995

Location: Factory Stores of American Shopping Mall

Time: 10:00 am - 8:00 pm

Number of Samples Distributed:

Benson & Hedges 100's:	19
Benson & Hedges Menthol:	36
Benson & Hedges Lights:	21
Benson & Hedges Lights Menthol:	25
Benson & Hedges Deluxe Ultra Lights:	34
Benson & Hedges Deluxe Ultra Lights Menthol:	18
Total:	153

Number of Surveys Completed: 139

Manager's Comments:

- Club Benson & Hedges guests comments on how classy the promotion was and that they loved the live entertainment.
- The guests also enjoyed the catered food and lemonade.

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Source: https://www.industrydocuments.ucsf.edu/docs/yypn0004

Club Benson & Hedges
Houston Event Summary

Event Date: Thursday, May 4, 1995

Location: Factory Stores of American Shopping Mall

Time: 10:00 am - 6:00 pm

Number of Samples Distributed:

Benson & Hedges 100's:	27
Benson & Hedges Menthol:	21
Benson & Hedges Lights:	14
Benson & Hedges Lights Menthol:	18
Benson & Hedges Deluxe Ultra Lights:	25
Benson & Hedges Deluxe Ultra Lights Menthol:	17
Total:	122

Number of Surveys Completed: 108

Manager's Comments:

- Guests of the club enjoyed the complimentary catering, especially the ice cold lemonade, since the temperature reached a high of 90 degrees today.
- Lots of positive coments again about the promo, especially it's uniquenes with the bus and live entertainment.
- A lot of people commented on how they enjoyed receiving the coupons in the gift bag for local establishments in Houston.

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Source: https://www.industrydocuments.ucsf.edu/docs/yypn0004

Club Benson & Hedges
Houston Event Summary

Event Date: Friday, May 5, 1995

Location: Texas Crawfish Festival

Time: 6:00 pm - Midnight

Number of Samples Distributed:

Benson & Hedges 100's:	61
Benson & Hedges Menthol:	58
Benson & Hedges Lights:	39
Benson & Hedges Lights Menthol:	47
Benson & Hedges Deluxe Ultra Lights:	37
Benson & Hedges Deluxe Ultra Lights Menthol:	21
Total:	263

Number of Surveys Completed: 237

Manager's Comments:

- Guests commented that finally they had a place where they could smoke and not be bothered.
- Guests also commented on how classy the promotion was.

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Source: https://www.industrydocuments.ucsf.edu/docs/yypn0004

Club Benson & Hedges
Houston Event Summary

Event Date: Saturday, May 6, 1995

Location: Texas Crawfish Festival

Time: 10:00 am - 10:00 pm

Number of Samples Distributed:

Benson & Hedges 100's:	227
Benson & Hedges Menthol:	189
Benson & Hedges Lights:	131
Benson & Hedges Lights Menthol:	172
Benson & Hedges Deluxe Ultra Lights:	204
Benson & Hedges Deluxe Ultra Lights Menthol:	162
Total:	1,085

Number of Surveys Completed: 1,007

Manager's Comments:

- Large attendance at the event, of which many smokers came through Club Benson & Hedges.
- Guests commented on how great it is to have a place where smokers can actually relax and enjoy their cigarette.
- There were lots of smokers in the area enjoying the live musical entertainment provided.

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Source: https://www.industrydocuments.ucsf.edu/docs/yypn0004

Club Benson & Hedges
Houston Event Summary

Event Date: Sunday, May 7, 1995

Location: Houston Polo Club (International Cup)

Time: 3:00 pm - 7:00 pm

Number of Samples Distributed:

Benson & Hedges 100's:	39
Benson & Hedges Menthol:	31
Benson & Hedges Lights:	18
Benson & Hedges Lights Menthol:	24
Benson & Hedges Deluxe Ultra Lights:	19
Benson & Hedges Deluxe Ultra Lights Menthol:	14
Total:	145

Number of Surveys Completed: 116

Manager's Comments: • Low attendance due to rain.

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Source: https://www.industrydocuments.ucsf.edu/docs/yypn0004